

Rep Order# 7901089 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 24681

Printed: 08/30/2012 11:37 AM

Last Received: 08/30/2012 9:33 AM

1 of 3

Station KSL-TV SALT LAKE CITY  
Advertiser ( )LOVE, MIA  
Product LOVE/CD4R  
Estimate# 905906  
Buyer Patricia Done  
Phone#  
Fax#

Agency ( )SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1P2/E LOVE/ORDR/905906  
Flight Dates 09/05/2012 - 09/06/2012  
Hiatus Weeks

Rep Firm ( )WASHINGTON  
Sales Office ( )JAMIE ANDRUS  
Salesperson ( )  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER. KATE COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	W	TODAY	---	---	9A-10A	:30	09/05-09/05	1
2	TH	TODAY	9A-10A	:30	09/06-09/06	2	\$230.00	2
3	W-FR	RACHAEL RAY	10A-11A	:30	09/05-09/06	2	\$230.00	2
5	W-FR	STUDIO 5	11A-12P	:30	09/05-09/06	2	\$150.00	2
7	W	NEWS @ NOON	12P-1P	:30	09/05-09/05	2	\$220.00	2
8	TE	NEWS @ NOON	12P-1P	:30	09/06-09/06	1	\$220.00	1
9	W-FR	TODAY SHOW 3	1P-2P	:30	09/05-09/06	2	\$150.00	2
11	W-FR	NATE BERRUS	3P-4P	:30	09/05-09/06	2	\$95.00	2

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 EC'd Yes Last Received: 08/30/2012 9:53 AM  
 3 of 3

Station KSL-TV SALT LAKE CITY Agency ( ) SMART MEDIA GROUP  
 Advertiser ( ) LOVE, MA 814 KING ST, SUITE 400  
 Product LOVE/CD4/R ALEXANDRIA, VA 22314  
 Estimate# 905906 Agency C/PLPZ/E LOVE/ORDR/905906  
 Buyer Patricia Dome Flight Dates 09/05/2012 - 09/06/2012  
 Phone# Phone# 202-872-1155  
 Fax#  
 In Day Program Time Len Dates Spots/Week Rate  
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 29 W-TH TONIGHT SHOW 1035P-1135P :30 09/05-09/06 2 \$75.00  
 Rating: 4.5  
 Buyline Comment: 1/DAY  
 31 W-TH LATE NIGHT 1135P-1235A :30 09/05-09/06 2 \$325.00  
 Rating: 2.7  
 Buyline Comment: 1/DAY

—REPORT TOTALS—

Report totals: 35 / \$13,200.00

—SALES MONTHLY TOTALS—

Sep 12: 35 / \$13,200.00  
 Sales Totals: 35 / \$13,200.00  
 Station Totals: 35 / \$13,200.00  
 Lines not sent/reld/rtrn: 0 / \$0.00  
 —COMPETITIVE—

Market Totals \$66,000 CABL 0% KJZZ 0% KSL 20% KSTU 0%  
 KUCW 0% KTFV 0% NSL 0% UNFN 80% KTVX 0%  
 Books null  
 Demos RA35+